

Product Listing Titles Part 2

Amazon uses titles to help shoppers find what they are looking for in the search results.

When a user types a keyword/search term (same thing) in the search bar on the Amazon website, the results that come up are usually highly relevant to the keyword typed in.

For example, typing in 'dog muzzle' should give you some pages of dog muzzles. The listings on these pages will have the keyword 'dog muzzle' in the title.

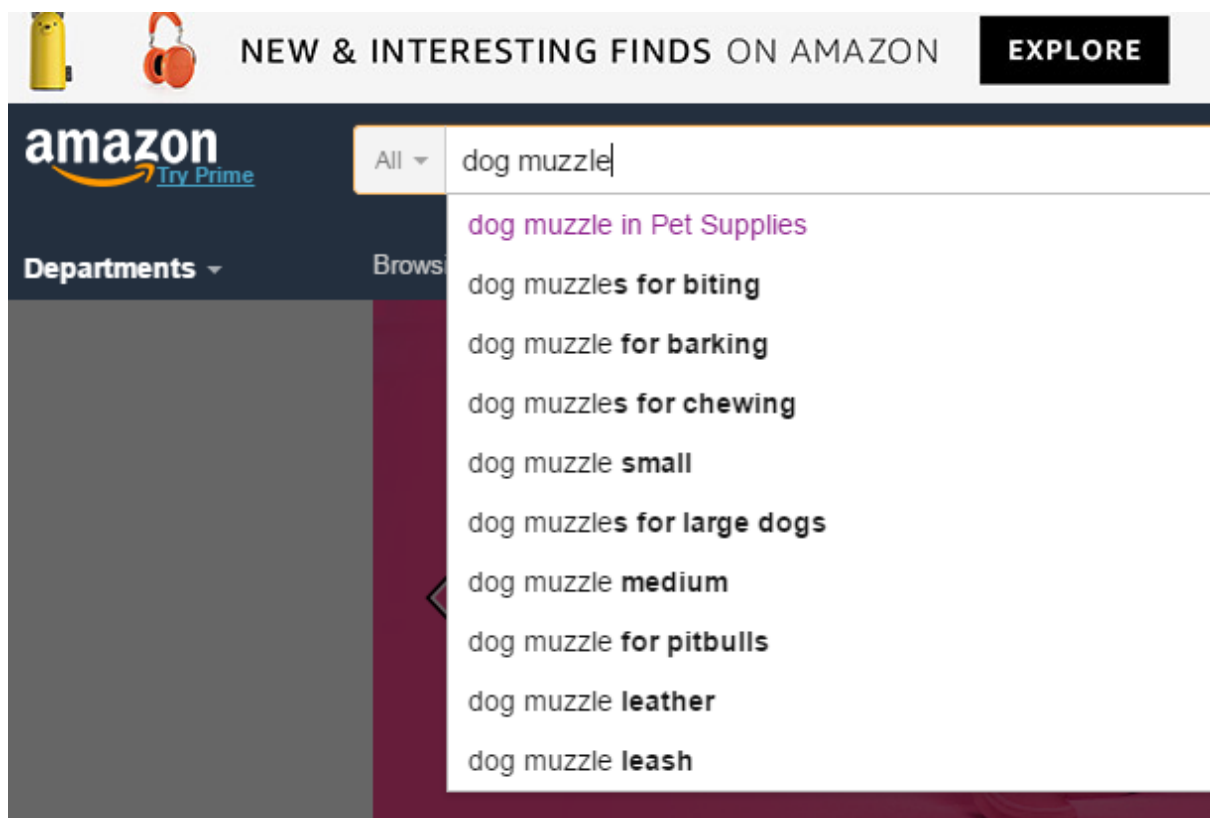
However, there are many keywords that relate to dog muzzles. 'Small dog muzzle', 'dog muzzle for biting', 'medium dog muzzle', 'mesh dog muzzle' and so on.

If you were selling a medium sized mesh dog muzzle for biting, you would want to include all of the most popular keywords within your title, because this is going to help your listing show up in the search results when a user types in one of those keywords.

How to find the most popular keywords

Step 1:

Use the 'instant' search feature on Amazon. Make a note of the keywords on a text file.



Step 2:

Go to <http://keywordtool.io/amazon>

Take the first 15 or so results and add them to the text file below the keywords you got from Amazon



Get Up To 380 Keyword Suggestions From Amazon Autocomplete For Free

Google	YouTube	Bing	Amazon	App Store			
dog muzzle					United States	English	Q

Step 3:

Go to <http://www.keywordtooldominator.com/k/amazon-keyword-tool>

If there are any new keywords on that list, add them to your text file.



Enter a product name, product category, or keyword, then click the search button. ?

dog muzzle	www.amazon.com	Q
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Keyword Results		0 Keywords
☐	Rank	Keyword

Your Keyword List		0 Keywords
☐	Rank	Keyword

Step 4:

Delete the duplicates and delete any keywords that are not relevant to your product

Step 5:

Compile a title using as many of the keywords on your text file as possible. It is not necessary to repeat keywords.

For example -

dog muzzle
small dog muzzle
mesh dog muzzle
dog muzzle for barking

Four different keywords, all containing 'dog muzzle', but it's only necessary to use 'dog muzzle' once in the title.

'Small mesh dog muzzle for barking' contains all the keywords without repeating any words.

[Note that titles are not the only place where keywords come into play. We haven't got that far yet, but later you will be learning about the importance of 'back end keywords']